

What is claimed is:

1. An advertisement information providing system comprising:
  - card sending service providing means for providing a card sending service for sending a card attached with an optional message to a specified addressee;
  - first preference trend input means for inputting preference trends of said addressee;
  - first advertisement information selection means for selecting advertisement information suitable for the preference trends of the addressee input by said first preference trend input means; and
  - advertisement information adding means for adding advertisement information selected by said first advertisement information selection means to said card.
2. An advertisement information providing system according to claim 1, further comprising:
  - second preference trend input means for inputting preference trends of a card sending client;
  - second advertisement information selection means for selecting advertisement information suitable for the preference trends of said sending client input by said second preference trend input means; and
  - advertisement information presentation means for presenting advertisement information selected by said second advertisement information selection means to said sending client.
3. An advertisement information providing system according to claim 1, wherein said first advertisement information selection means comprises:
  - advertisement information display means for selecting a plurality of advertisement information suitable for the preference trends of the addressee input by said first preference trend input means, and displaying a plurality of advertisement information selected for said sending client; and
  - advertisement information selection means for making said sending client select one piece of advertisement information from amongst the plurality of advertisement information displayed by said advertisement information display means.

4. An advertisement information providing system according to claim 1, wherein there is provided sending history storgeneration means for storing card sending history for said sending client, and said first advertisement information selecting means, based on the card sending history stored by said sending history storgeneration means, selects advertisement information suitable for the preference trends of the addressee, except for advertisement information which has already been provided to said addressee.

5. An advertisement information providing system according to claim 1, wherein there is further provided:

utilization frequency counting means for counting utilization frequency of the card sending service by said sending client; and

additional information change means for changing additional information to be added to said card, based on the utilization frequency counted by said utilization frequency counting means.

6. An advertisement information providing system according to claim 5, wherein there is further provided:

card sending means for sending a card attached with said advertisement information and said additional information to said sending client; and

first advertisement information output means for outputting advertisement information specified by said additional information, by simultaneously inputting additional information added to the card sent to said addressee and additional information added to the card sent to said sending client.

7. An advertisement information providing system according to claim 1, wherein there is further provided:

advertisement identification information adding means for adding advertisement identification information for identifying non-visual advertisement information to said card; and

second advertisement information output means for outputting non-visual advertisement information specified by said advertisement identification information, based on advertisement identification information added by said advertisement identification information adding means.

8. An advertisement information providing system comprising:

card sending service providing means for providing a card sending service for sending a card attached with an optional message to a specified addressee;

preference trend input means for inputting preference trends of a card sending client;

advertisement information selection means for selecting advertisement information suitable for the preference trends of said sending client input by said preference trend input means; and

advertisement information presentation means for presenting advertisement information selected by said advertisement information selection means to said sending client.

9. An advertisement information providing method comprising:

a card sending service providing step for providing a service for sending a card attached with an optional message to a specified addressee;

an advertisement information adding step for inputting preference trends of said addressee, selecting advertisement information suitable for the input preference trends of said addressee, and adding selected advertisement information to said card; and

an advertisement information presenting step for inputting preference trends of a card sending client, selecting advertisement information suitable for the input preference trends of said sending client, and presenting selected advertisement information to said sending client.

10. An advertisement information providing method according to claim 9, wherein said advertisement information adding step selects a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said sending client, and makes said sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

11. An advertisement information providing method according to claim 9, wherein said advertisement information adding step, based on card sending history for said sending client, selects advertisement information suitable for the preference trends of said addressee except for advertisement information which has already been provided to said addressee.

12. An advertisement information providing method according to claim 9, wherein there is further provided an additional information change step for changing additional information to be added to said card, based on the utilization frequency of the card sending service by said sending client.

13. An advertisement information providing method according to claim 12, wherein there is further provided:

a card sending step for sending a card added with said advertisement information and said additional information to said sending client; and

a first advertisement information output step for outputting advertisement information specified by said additional information, by simultaneously inputting additional information added to the card sent to said addressee and additional information added to the card sent to said sending client.

14. An advertisement information providing method according to claim 9, wherein there is further provided;

a second advertisement information output step for adding advertisement identification information for identifying non-visual advertisement information to said card, and outputting non-visual advertisement information specified by said advertisement identification information, based on the added advertisement identification information.

15. A computer readable recording medium recorded with an advertisement information providing program for realizing on a computer:

a card sending service providing function for providing a card sending service for sending a card attached with an optional message to a specified addressee;

an advertisement information adding function for inputting preference trends of said addressee, selecting advertisement information suitable for the input preference trends of said addressee, and adding selected advertisement information to said card; and

an advertisement information presenting function for inputting preference trends of a card sending client, selecting advertisement information suitable for the input preference trends of said sending client, and presenting selected advertisement information to said sending client.

16. A computer readable recording medium recorded with an advertisement

information providing program according to claim 15, wherein said advertisement information adding function selects a plurality of advertisement information suitable for the input preference trends of the addressee, displays a plurality of advertisement information selected for said sending client, and makes said sending client select one piece of advertisement information from amongst the displayed plurality of advertisement information.

17. A computer readable recording medium recorded with an advertisement information providing program according to claim 15, wherein said advertisement information adding function, based on card sending history for said sending client, selects advertisement information suitable for the preference trends of said addressee except for advertisement information which has already been provided to said addressee.

18. A computer readable recording medium recorded with an advertisement information providing program according to claim 15, wherein there is further provided an additional information change function for changing additional information to be added to said card, based on the utilization frequency of the card sending service by said sending client.

19. A computer readable recording medium recorded with an advertisement information providing program according to claim 18, wherein there is further provided:

a card sending function for sending a card added with said advertisement information and said additional information to said sending client; and

a first advertisement information output function for outputting advertisement information specified by said additional information, by simultaneously inputting additional information added to the card sent to said addressee and additional information added to the card sent to said sending client.

20. A computer readable recording medium recorded with an advertisement information providing program according to claim 15, wherein there is further provided:

a second advertisement information output function for adding advertisement identification information for identifying non-visual advertisement information to said card, and outputting non-visual advertisement information specified by said

advertisement identification information, based on the added advertisement identification information.